NBCC
COLLEGEWORKS.

PRIMARY
NBCC LOGO
HORIZONTAL

- **USE:** Main logo. Used in most scenarios. The logo with the College Works tagline is used in all promotions and student-facing documents and advertisements.

- **MIN WIDTH (PRINT):** 50mm

- **MIN WIDTH DIGITAL:** 150 pixels

- **COLOUR VARIATIONS:**
  BLACK - To be used on white or light coloured backgrounds.

  WHITE - To be used on dark coloured backgrounds.

  OCEAN BLUE - To be used on white or light coloured backgrounds.

COLOUR VARIATIONS

ALTERNATE NBCC LOGO
HORIZONTAL
(WITHOUT TAGLINE)

- **USE:** This alternate logo should be used when the material is not student focused, such as: Board of Governors, Internal formal documents, In-house memos, corporate sponsorships.

  Or on certain merchandise items where it is not practical or possible due to production method, or size.

  All of the same brand standards apply when using this logo.

COLOUR VARIATIONS

PRIMARY NBCC LOGO
VERTICAL (WITH TAGLINE)

- **USE:** Used in applications where horizontal space is limited. The logo with the College Works tagline is used in all promotions and student-facing documents and advertisements.

- **MIN WIDTH (PRINT):** 25mm

- **MIN WIDTH DIGITAL:** 70 pixels

- **COLOUR VARIATIONS:**
  BLACK - To be used on white or light coloured backgrounds.

  WHITE - To be used on dark coloured backgrounds.

  OCEAN BLUE - To be used on white or light coloured backgrounds.

COLOUR VARIATIONS

ALTERNATE NBCC LOGO
VERTICAL
(WITHOUT TAGLINE)

- **USE:** This alternate logo should be used when the material is not student focused, such as: Board of Governors, Internal formal documents, In-house memos, corporate sponsorships.

  Or on certain merchandise items where it is not practical or possible due to production method, or size.

  All of the same brand standards apply when using this logo.

COLOUR VARIATIONS

SECONDARY BRANDS

- **USE:** This brand approach is reserved for those Departments that have a significant external audience / or whose primary focus is outside of the College. Examples of this would be Alumni, International, College Office of Research Enterprise, Professional and Part Time Learning, and others.

- **MIN WIDTH (PRINT):** 75mm

- **MIN WIDTH DIGITAL:** 225 pixels

- **COLOUR VARIATIONS:**
  BLACK - To be used on white or light coloured backgrounds.

  WHITE - To be used on dark coloured backgrounds.

  OCEAN BLUE - To be used on white or light coloured backgrounds.

NBCC
SECONDARY BRAND

COLOUR VARIATIONS

NBCC SECONDARY BRAND

NBCC SECONDARY BRAND

NBCC SECONDARY BRAND

SECONDARY BRAND EXAMPLES
STACKED

- **USE:** The stacked logo is the preferred approach for all applications.

- **PLACEMENT:** All space and placement requirements as noted for the primary logo remain in effect.

NBCC **ALUMNI**

NBCC **INTERNATIONAL**

NBCC **APPRENTICESHIP**

NBCC **PROFESSIONAL & PART-TIME LEARNING**

NBCC **COLLEGE OFFICE OF RESEARCH ENTERPRISE**

NBCC **RESEARCH, INNOVATION & EXPERIENTIAL EDUCATION**

NBCC **ENTREPRENEURSHIP**

NBCC **ROBERTSON INSTITUTE FOR COMMUNITY LEADERSHIP**

SECONDARY BRAND EXAMPLES
HORIZONTAL

- **USE:** The horizontal logo is the alternative version. This is only for use in rare situations where it isn't appropriate to use the stacked logo.

- **PLACEMENT:** All space and placement requirements as noted for the primary logo remain in effect.

NBCC | ALUMNI

NBCC | APPRENTICESHIP

NBCC | COLLEGE OFFICE OF RESEARCH ENTERPRISE

NBCC | ENTREPRENEURSHIP

NBCC | INTERNATIONAL

NBCC | PROFESSIONAL & PART-TIME LEARNING

NBCC | RESEARCH, INNOVATION & EXPERIENTIAL EDUCATION

NBCC | ROBERTSON INSTITUTE FOR COMMUNITY LEADERSHIP

SUB-BRANDS

- **USE:** The sub brand approach is used when the primary audience is internal to the College.

  Examples of this would be NBCC Divisions, Departments, Schools, Campus Locations, and Programs.

- **MIN WIDTH (PRINT):** 75mm

- **MIN WIDTH DIGITAL:** 225 pixels

- **COLOUR VARIATIONS:**
  BLACK - To be used on white or light coloured backgrounds.

  WHITE - To be used on dark coloured backgrounds.

  OCEAN BLUE - To be used on white or light coloured backgrounds.

NBCC | SUB-BRANDS

COLOUR VARIATIONS

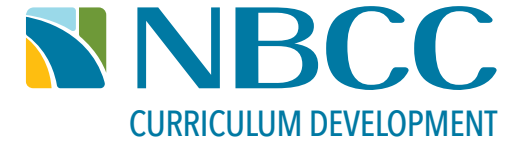NBCC | SUB-BRANDS

NBCC | SUB-BRANDS

NBCC | SUB-BRANDS

SUB-BRAND EXAMPLES
HORIZONTAL

- **USE:** The horizontal logo is a primary version of our Secondary logo and should be used in all applications.

- **PLACEMENT:** All space and placement requirements as noted for the primary logo remain in effect.
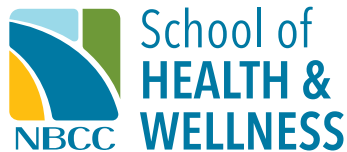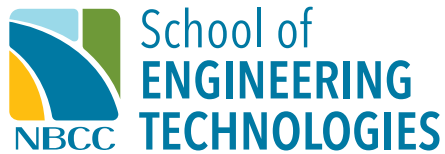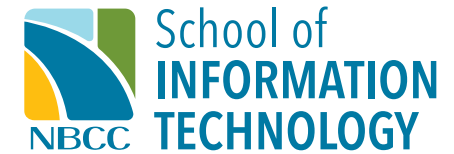
NBCC | ACADEMIC & RESEARCH

NBCC | ACCOUNTING & BUDGETING

NBCC | ADVANCEMENT

NBCC | BOARD OF GOVERNORS

NBCC | CURRICULUM DEVELOPMENT

NBCC | RECRUITMENT

SUB-BRAND EXAMPLES
STACKED

- **USE:** The stacked logo is the alternative version of our Secondary logos. Only for use in rare situations where it isn't appropriate to used the horizontal logo.

- **PLACEMENT:** All space and placement requirements as noted for the primary logo remain in effect.

NBCC
ACADEMIC & RESEARCH

NBCC
CURRICULUM DEVELOPMENT

NBCC
ACCOUNTING & BUDGETING

NBCC
RECRUITMENT

NBCC
ADVANCEMENT

NBCC
BOARD OF GOVERNORS

NBCC SCHOOL BRAND EXAMPLES
STACKED

- **USE:** The stacked logo is the preferred approach for all applications.

- **PLACEMENT:** All space and placement requirements as noted for the primary logo remain in effect.

School of **ARTS, COMMUNITY & PROTECTIVE SERVICES**

School of **INFORMATION TECHNOLOGY**

School of **ENGINEERING TECHNOLOGIES**

School of **PROFESSIONAL & PART-TIME LEARNING**

School of **HEALTH & WELLNESS**

WESLEY ARMOUR SCHOOL OF BUSINESS

School of **HOSPITALITY & TOURISM**

NBCD SCHOOL BRAND EXAMPLES
HORIZONTAL

- **USE:** The horizontal logo is the alternative version. This is only for use in rare situations where it isn't appropriate to use the stacked logo.

- **PLACEMENT:** All space and placement requirements as noted for the primary logo remain in effect.

NBCC School of
ARTS, COMMUNITY & PROTECTIVE SERVICES

NBCC School of
ENGINEERING TECHNOLOGIES

NBCC School of
HEALTH & WELLNESS

NBCC School of
HOSPITALITY & TOURISM

NBCC School of
INFORMATION TECHNOLOGY

NBCC School of
TRADES

NBCC School of
PROFESSIONAL & PART-TIME LEARNING

NBCC WESLEY ARMOUR
SCHOOL OF BUSINESS

NBCC LOGO CLEAR SPACE

- **MINIMUM SPACE:** A minimum space of one "N" must be maintained between the NBCC logo and other page elements.

NBCC LOGO IMPROPER USE

- **IMPORTANCE OF PROPER USE:**
  In order to promote, maintain and protect the brand, it is essential to use the logo properly.

- **EXAMPLES OF IMPROPER USE:**
  Please review the examples on this page to avoid any improper use of the NBCC logo.

DO NOT: Change the colours of the logo

DO NOT: Add a gradient to the logo

DO NOT: Outline the logo
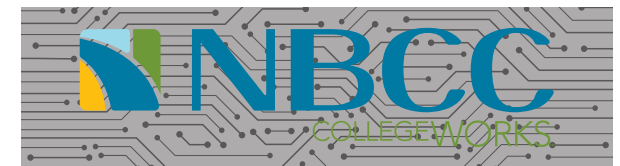
DO NOT: Rearrange elements

DO NOT: Change the size of the wordmark

DO NOT: Do not put the logo on an angle

DO NOT: Do not put the logo on a busy background

DO NOT: Change proportions or distort

BRAND COLOURS

- **CORE COLOURS:**
  Ocean Blue & Urban Green.

- **ACCENT COLOURS:**
  Possiblity Blue & Field Gold.

OCEAN BLUE
Pantone 7468C
C: 94 | M: 16 | Y:7 | K:28
R:0 | G: 117 | B:153
HEX: #007599
PAINT: Benjamin Moore Deep Ocean (2058-30)

FIELD GOLD
Pantone 124C
C: 0 | M: 27 | Y:100 | K:0
R:248 | G: 194 | B:0
HEX: #EAAB00
PAINT: Benjamin Moore Glen Ridge Gold (301)

URBAN GREEN
Pantone 377C
C: 51 | M: 5 | Y:95 | K:23
R:130 | G: 150 | B:0
HEX: #829600
PAINT: Benjamin Moore Huntington Green (406)

POSSIBILITY BLUE
Pantone 629C
C: 37 | M: 0 | Y:7 | K:0
R:175 | G: 221 | B:223
HEX: #A1D8E0
PAINT: Benjamin Moore Peacock Feathers (724)

TYPOGRAPHY

PRIMARY FONTS

CALIBRI
- USE: Body Type in all interior/ exterior documents and email.
- MINIMUM SIZE: 10pt

AVENIR NEXT
- USE: Headers, Sub-Heads and Body Type in Marketing Materials.
- MINIMUM SIZE: 8pt

AVENIR NEXT CONDENSED
- USE: Headers, Sub-Heads and Body Type in Marketing Materials.
- MINIMUM SIZE: 8pt

SECONDARY FONTS

CAMBRIA
- USE: Headers, Sub-Heads in corporate documents.
- MINIMUM SIZE: 10pt

ARIAL
- USE: Substitue font for email and electronic communications.
- MINIMUM SIZE: 10pt

PRIMARY FONTS

Aa
Calibri
Light • Regular • *Italic* • **Bold** • *Bold Italic*

Aa
Avenir Next
Ultra Light • *Ultra Light Italic* • Regular
Italic • **Bold** • *Bold Italic* • Medium
Medium Italic • **Demi Bold**
Demi Bold Italic • **Bold** • ***Bold Italic***
Heavy • ***Heavy Italic***

Aa
Avenir Next
Ultra Light • *Ultra Light Italic* • Regular
Italic • **Bold** • *Bold Italic* • Medium
Medium Italic • **Demi Bold**
Demi Bold Italic • **Bold** • ***Bold Italic***
Heavy • ***Heavy Italic***

SECONDARY FONTS

Aa
Cambria
Regular • *Italic* • **Bold** • *Bold Italic*

Aa
Arial
Regular • *Italic* • **Bold** • *Bold Italic*

NBCC IS HERE FOR YOU

We've created these guidelines with creativity and longevity in mind. Our NBCC brand is flexible, and also consistent. It represents the high quality that NBCC embodies. Our approved standards are easy to use and we're happy to assist you with any questions.

CONTACT

For more information, or to request files, send email to: **marketing@nbcc.ca**

NBCC
COLLEGEWORKS.